

# **PUBLIC FILE**

**KDND-FM**  
**Sundays, 6:00A-7:00A**

**PUBLIC FILE**  
*Host: Kat Maudru*

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION**

**Issue:** Assistance for Burn Victims  
**Program:** Public File  
**Date:** October 14, 2001  
**Time:** 6:30A-7:00A

**Description:** The Firefighter's Pacific Burn Institute is a non-profit organization founded for the purpose of establishing a local burn treatment facility, providing recovery programs for burn survivors, promoting fire and burn prevention through public education, funding education for burn team professionals and firefighters, and supporting burn treatment and rehabilitation research. Programs include a firefighters Kids Camp for children who have suffered a burn injury, monthly recovery groups, and adult burn survivors retreat, a speaker's bureau, a juvenile fire setter program which seeks to stop fire play and arson in children, burn team education, and clinical and laboratory research. The group is committed to assuring that the best possible burn care and rehabilitation services are available to the citizens of Northern and Central California.

**Issue:** Animal Rights & Welfare  
**Program:** Public File  
**Date:** November 11, 2001  
**Time:** 6:00A-6:30A

**Description:** PAWS was founded in 1985 and is the only animal welfare society dedicated to the rescue of performing and exotic animals from cruel confinement and performances of pain. Among their greatest concerns are the treatment of animals in circuses, animal acts, animals in television and movies, the problem of excessive captive breeding, inadequate standards for captive wildlife and exotic animal trade. PAWS investigates reports of abused performing and exotic animals, documents the cruelty and befriends the animals. Animals are rescued through intervention and legislation. In addition, PAWS shelters rescued animals on a 30 acre sanctuary. The organization strengthens laws on animals' behalf, helping, for example, to convince the California Legislature to ban ownership of wild animals and require permits to restrict their breeding. PAWS also educates the entertainment industry, legislators and the general public in humane animal training and treatment. Through publicity, more and more actively concerned individuals are able to work together to protect and save animals. For the holiday season, PAWS is giving people the opportunity to 'adopt' an animal as a unique gift for animal lovers. The money will help provide for the care and medical treatment of one of the organization's animals.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:** Hate Crime Training  
**Program:** Public File  
**Date:** November 18, 2001  
**Time:** 6:30A-7:00A

**Description:** The 6<sup>th</sup> Annual Hate Crime Training theme is "Stop The Violence: California Law Enforcement and Educators Speak Out". It will offer training for both law enforcement and educators and will include sessions regarding terrorism, anthrax and a ground zero presentation from the Sacramento Urban Search & Rescue Unit. Among the priorities is to recommend methods to improve the reporting of hate crimes which is central to developing effective measures to combat these acts. Improved reporting and analysis of hate crimes will support efforts to fund prevention and education programs. Other topics that will be covered include domestic and foreign terrorism, understanding hate, school bullying, school shootings, lessons in cultural diversity, exploring hate in cyberspace, extremist groups and the Attorney General's new HATE database.

**Issue:** Business Education for Youth  
**Program:** Public File  
**Date:** December 2, 2001  
**Time:** 6:00A-6:30A

**Description:** Junior Achievement is the world's largest and fastest growing non-profit economic education organizations. Its programs are taught by classroom volunteers from the business community in both the U.S. and in over 100 countries worldwide. Junior Achievement educates and inspires young people to value free enterprise and entrepreneurship and to understand business and economics, and to be workforce ready. Their programs span grades K-12, with age-appropriate curricula designed to teach elementary school students about their roles as individuals, workers and consumers and to prepare middle grade and high school students for key economic and workforce issues they will face. In addition to bringing the free enterprise system to life in the classroom, Junior Achievement programs teach youngsters the importance of staying in school. The program's volunteers come from all walks of life and include business people, parents, college and high school students, government workers and retirees.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** Women & Finances  
**Program:** Public File  
**Date:** December 9, 2001  
**Time:** 6:00A-6:30A

**Description:** The guest's book explains in a straightforward fashion how people can build financial security, regardless of what they earn, and that taking charge of ones finances starts with changing the way one thinks. She provides tips and strategies that anyone can implement today to not only begin to create a sense of security but to ensure financial preparedness when an unexpected life changing event occurs. Women generally live longer, earn less, receive lower social security and pension checks and are often called upon to care for parents. The financial power of women is growing quickly. Nowhere is a woman's financial power more evident than in the home where they are taking on the role of chief financial officer in increasing numbers. Two-thirds of wealthy households have two incomes, meaning the wife's paycheck is increasingly important. Couples should know where they stand together and how they would fare tomorrow if something happened to the other. The stresses that it's not what you earn that matters, it's what you save.

**Issue:** Homeless Teens  
**Program:** Public File  
**Date:** December 9, 2001  
**Time:** 6:30A-7:00A

**Description:** The WIND Youth Center reaches out and supports homeless teens in the Sacramento area. They provide a safe and welcoming place where youth services are offered with dignity and respect, providing basic needs, education and counseling to assist homeless kids move toward a healthy alternative to street life. Trained outreach workers go out on the streets and other places where homeless kids gather, offering them education about substance abuse, AIDS, and other health risks. They provide transportation to the center, clinics and other resources. At the center's drop-in center, teens receive guidance, friendship, food, clothing, showers and laundry. They can participate in constructive recreational activities and receive medical treatment. Teens are also counseled about reconciliation with their families, alternative housing and remedial education, services which are available to them when they are ready to accept them.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:** Girl Scouts  
**Program:** Public File  
**Date:** December 23, 2001  
**Time:** 6:30A-7:00A

**Description:** Girl Scouts of America is an informal educational organization dedicated solely to girls where they build character and skills for success in the real world. Girls develop qualities such as leadership, strong values, social conscience and conviction about their own potential and self worth. Major programs include the arts, the environment, global awareness, health and fitness, literacy, mentoring, and science and technology. Girls participate in the more than 233,000 troops and groups throughout the United States and in 81 countries overseas. Girl Scouts is open to all girls, and the organization even has outreach programs that provide scouting to homeless girls, girls of migrant workers and to girls whose mothers are in prison. Through a myriad of enriching experiences such as extraordinary field trips, sports skill building clinics, community service projects, cultural exchanges and environmental stewardships, girls ages 5 - 17 grow courageous and strong. Locally, Girl Scouts of Tierra Del Oro serves nearly 24,000 girls and 7,000 adult volunteers throughout its 14 county jurisdiction.

## ISSUES / PROGRAMS LIST

### ECONOMY

**Issue:** Disaster Relief  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:30A-7:00A

**Description:** The American Red Cross is a humanitarian organization led by volunteers, and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA) during times of major crises, such as the September 11<sup>th</sup> terrorist attacks, obviously the worst disaster the Red Cross has ever dealt with. Red Cross disaster relief focuses on meeting the emergency disaster-caused needs of individuals and families. When a disaster threatens or strikes, they provide shelter, food and health and mental health services, which address basic human needs. In addition, they help individuals and families resume their normal daily activities independently. This may include a referral or a way to pay for that is needed most, such as groceries, clothing, rent, emergency home repairs, transportation, household items, medicine and occupational tools. The Red Cross may also help those needing long-term recovery assistance when all other available resources, including insurance, government, private and community assistance are either unavailable or inadequate to meet the needs.

**Issue:** Sacramento Tourism, post September 11th  
**Program:** Public File  
**Date:** November 18, 2001  
**Time:** 6:00A-6:30A

**Description:** The Sacramento Convention and Visitors Bureau seeks to strengthen the positive awareness of the city and county of Sacramento as a convention and visitor destination, to increase revenues and stimulate economic development and growth for the community. The tourism industry supports project developments that provide education and entertainment opportunities and create thousands of well-paying jobs. It stimulates fresh revenue streams for hundreds of small and medium sized, locally owned businesses throughout the city and county and it helps fuel significant increases in tax revenues which are invested back into improving neighborhoods, parks, city infrastructure and programs for our children. In the wake of the September 11<sup>th</sup> terrorist attacks on America, the bureau has focused its efforts on visitors who might drive to visit Sacramento, rather than tourists who would fly to the area. With the film industry limiting the number of exotic foreign locations after the attacks, locations in and around Sacramento are being considered more frequently for filming.



## **ISSUES / PROGRAMS LIST**

### **ECONOMY (Cont'd)**

**Issue:**           **Identity Theft**  
**Program:**       Public File  
**Date:**           November 25, 2001  
**Time:**           6:30A-7:00A

**Description:**   Identity theft is an increasingly serious problem for consumers. About 70,000 Californians were victims of identity theft last year, and advances in technology and shared databases make it one of the nation's fastest growing crimes. A new state office is dedicated to fighting the problem. The California Office of Privacy Protection, the first office of its kind in the nation, will be a place where consumers can get information about their privacy rights and assistance in dealing with identity theft and other privacy related problems. Information is the key to consumer empowerment. Consumers must be informed of their rights in order to exercise them. The office assists local, state and federal law enforcement by providing training on privacy issues and by coordinating with them in investigations. They work with businesses to define and encourage sound privacy protection practices and they report on trends in consumer privacy problems and issues. The office website provides services such as identity theft prevention tips, and an identity theft checklist.

**Issue:**           **Business Education for Youth**  
**Program:**       Public File  
**Date:**           December 2, 2001  
**Time:**           6:00A-6:30A

**Description:**   Junior Achievement is the world's largest and fastest growing non-profit economic education organizations. Its programs are taught by classroom volunteers from the business community in both the U.S. and in over 100 countries worldwide. Junior Achievement educates and inspires young people to value free enterprise and entrepreneurship and to understand business and economics, and to be workforce ready. Their programs span grades K-12, with age-appropriate curricula designed to teach elementary school students about their roles as individuals, workers and consumers and to prepare middle grade and high school students for key economic and workforce issues they will face. In addition to bringing the free enterprise system to life in the classroom, Junior Achievement programs teach youngsters the importance of staying in school. The program's volunteers come from all walks of life and include business people, parents, college and high school students, government workers and retirees.

## ISSUES / PROGRAMS LIST

### ECONOMY (Cont'd)

**Issue:** **Women & Finances**

**Program:** Public File

**Date:** December 9, 2001 & December 30, 2001

**Time:** 6:00A-6:30A

**Description:** The guest's book explains in a straightforward fashion how people can build financial security, regardless of what they earn, and that taking charge of one's finances starts with changing the way one thinks. She provides tips and strategies that anyone can implement today to not only begin to create a sense of security but to ensure financial preparedness when an unexpected life-changing event occurs. Women generally live longer, earn less, receive lower social security and pension checks and are often called upon to care for parents. The financial power of women is growing quickly. Nowhere is a woman's financial power more evident than in the home where they are taking on the role of chief financial officer in increasing numbers. Two-thirds of wealthy households have two incomes, meaning the wife's paycheck is increasingly important. Couples should know where they stand together and how they would fare tomorrow if something happened to the other. The stresses that it's not what you earn that matters, it's what you save.

**Issue:** **Tax Return Tips**

**Program:** Public File

**Date:** December 30, 2001

**Time:** 6:30A-7:00A

**Description:** The Franchise Tax Board provides many free tax assistance services and offers innovative ways to help Californians file their tax returns easily. It was established in 1929 to administer the new Bank and Corporation Franchise Tax Act. The first year Californians had to file state income tax returns was 1935. Today, Californians file more than 14 million tax returns annually and contribute over \$41.5 billion toward the state's general fund. Last year, more than 8.7 million Californians received refunds averaging \$577. The guests discussed topics such as tax credits, preparing one's own tax return, electronic filing, who does and does not need to file, changes in tax forms, which form to file, where to get tax help, when and why audits are conducted, the most common errors made on tax returns, what to do if one cannot file by April 15<sup>th</sup>, and what to do if one owes taxes but cannot pay.

## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT**

**Issue:** Free On-Line Legal Advice  
**Program:** Public File  
**Date:** October 21, 2001 & December 16, 2001  
**Time:** 6:00A-6:30A

**Description:** Free help is now available on the Internet for the estimated 4.3 million Californians who represent themselves in court each year. The new California Courts Online Self Help Center is a free service that helps individuals find the basics on how the courts work, along with step by step guides for choosing and completing court forms. The site is the most comprehensive resource on California court information ever assembled. Over half of all Californians who find themselves in court do not have attorneys. For them, navigating the court system without any expert assistance can be a frustrating experience. While the new site does not encourage people to represent themselves in court, it offers step-by-step assistance to those who do. The site provides a myriad of information about small claims court, juvenile law, traffic information, family law, adoption, divorce, alternative dispute resolution, domestic violence, going to court, and many other areas. In addition, there are links to legal services, organizations and lawyer referral programs where litigants can get legal advice and additional assistance. The site can also help individuals who have an attorney become more involved in their case and work more effectively with their chosen attorney.

**Issue:** Disaster Relief  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:30A-7:00A

**Description:** The American Red Cross is a humanitarian organization led by volunteers, and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA) during times of major crises, such as the September 11<sup>th</sup> terrorist attacks, obviously the worst disaster the Red Cross has ever dealt with. Red Cross disaster relief focuses on meeting the emergency disaster-caused needs of individuals and families. When a disaster threatens or strikes, they provide shelter, food and health and mental health services, which address basic human needs. In addition, they help individuals and families resume their normal daily activities independently. This may include a referral or a way to pay for that is needed most, such as groceries, clothing, rent, emergency home repairs, transportation, household items, medicine and occupational tools. The Red Cross may also help those needing long-term recovery assistance when all other available resources, including insurance, government, private and community assistance are either unavailable or inadequate to meet the needs.

## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT (Cont'd)**

**Issue:** Congestion on California Roadways  
**Program:** Public File  
**Date:** November 4, 2001 & December 23, 2001  
**Time:** 6:30A-7:00A

**Description:** Approximately half of California's urban freeways are considered congested because they carry more traffic than they were designed to handle. Congestions cost Californian's more than \$20 billion a year in lost time, fuel and productivity. It impedes shipment and undermines the environment and economy. California also has some of the worst pavement conditions in the country, ranking almost last among states. The California Commuters Alliance is an e-mail activism organization created for commuters, truckers, delivery drivers, business owners, salespeople, busy parents, public transit commuters and taxpayers of every description who depend on safe and efficient streets, roads and highways. Their mission is to make sure transportation tax dollars are used to improve the roads and highways Californians travel every day. CCA wants less congested, safer and more efficient travel and a say in transportation funding decisions. Locally, the Citizens Alliance for Transportation Solutions (CATS) works to achieve transportation solutions for the greater Sacramento region. The population in the greater Sacramento region now exceeds 1.8 million and over the next 25 years is expected to generate a half million new jobs and be home to a million more people. Sacramento is already the 15<sup>th</sup> most congested city in the nation. CATS supports a balanced approach to solving traffic congestion that combines capital improvements on local transit systems, roads and highways.

**Issue:** Animal Rights & Welfare  
**Program:** Public File  
**Date:** November 11, 2001  
**Time:** 6:00A-6:30A

**Description:** PAWS was founded in 1985 and is the only animal welfare society dedicated to the rescue of performing and exotic animals from cruel confinement and performances of pain. Among their greatest concerns are the treatment of animals in circuses, animal acts, animals in television and movies, the problem of excessive captive breeding, inadequate standards for captive wildlife and exotic animal trade. PAWS investigates reports of abused performing and exotic animals, documents the cruelty and befriends the animals. Animals are rescued through intervention and legislation. In addition, PAWS shelters rescued animals on a 30 acre sanctuary. The organization strengthens laws on animals' behalf, helping, for example, to convince the California Legislature to ban ownership of wild animals and require permits to restrict their breeding. PAWS also educates the entertainment industry, legislators and the general public in humane animal training and treatment. Through publicity, more and more actively concerned individuals are able to work together to protect and save animals. For the holiday season, PAWS is giving people the opportunity to 'adopt' an animal as a unique gift for animal lovers. The money will help provide for the care and medical treatment of one of the organization's animals.

## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT (Cont'd)**

**Issue:** Sacramento Tourism, post September 11th  
**Program:** Public File  
**Date:** November 18, 2001  
**Time:** 6:00A-6:30A

**Description:** The Sacramento Convention and Visitors Bureau seeks to strengthen the positive awareness of the city and county of Sacramento as a convention and visitor destination, to increase revenues and stimulate economic development and growth for the community. The tourism industry supports project developments that provide education and entertainment opportunities and create thousands of well-paying jobs. It stimulates fresh revenue streams for hundreds of small and medium sized, locally owned businesses throughout the city and county and it helps fuel significant increases in tax revenues which are invested back into improving neighborhoods, parks, city infrastructure and programs for our children. In the wake of the September 11<sup>th</sup> terrorist attacks on America, the bureau has focused its efforts on visitors who might drive to visit Sacramento, rather than tourists who would fly to the area. With the film industry limiting the number of exotic foreign locations after the attacks, locations in and around Sacramento are being considered more frequently for filming.

**Issue:** Hate Crime Training  
**Program:** Public File  
**Date:** November 18, 2001  
**Time:** 6:30A-7:00A

**Description:** The 6<sup>th</sup> Annual Hate Crime Training theme is "Stop The Violence: California Law Enforcement and Educators Speak Out". It will offer training for both law enforcement and educators and will include sessions regarding terrorism, anthrax and a ground zero presentation from the Sacramento Urban Search & Rescue Unit. Among the priorities is to recommend methods to improve the reporting of hate crimes which is central to developing effective measures to combat these acts. Improved reporting and analysis of hate crimes will support efforts to fund prevention and education programs. Other topics that will be covered include domestic and foreign terrorism, understanding hate, school bullying, school shootings, lessons in cultural diversity, exploring hate in cyberspace, extremist groups and the Attorney General's new HATE database.

## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT (Cont'd)**

**Issue:** Pre-Nuptial Agreements  
**Program:** Public File  
**Date:** November 25, 2001  
**Time:** 6:00A-6:30A

**Description:** The idea of a prenuptial agreement is not popular with many people. 50% of US marriages beginning in the 1990's will end in divorce. A premarital agreement is a contract between two persons planning to marry. The contract determines the rights that two people have in each other's property. The agreement can be considered as safeguard for both parties of a marriage. A premarital agreement involves deep emotional and logical issues. Couples realize that should their marriage end, the outcome should be theirs to decide, not the courts'. If a person has children and he or she is thinking of getting married, a prenuptial agreement is an important way to protect the ones that depend on you. By writing a prenuptial agreement, you and your spouse can write your own guidelines to be used instead of your state's laws. The guest discussed things to consider when putting together a prenuptial agreement... separate property, community property, debts, taxes, residences, etc. Also discussed when a prenuptial agreement is appropriate.

**Issue:** Identity Theft  
**Program:** Public File  
**Date:** November 25, 2001  
**Time:** 6:30A-7:00A

**Description:** Identity theft is an increasingly serious problem for consumers. About 70,000 Californians were victims of identity theft last year, and advances in technology and shared databases make it one of the nation's fastest growing crimes. A new state office is dedicated to fighting the problem. The California Office of Privacy Protection, the first office of its kind in the nation, will be a place where consumers can get information about their privacy rights and assistance in dealing with identity theft and other privacy related problems. Information is the key to consumer empowerment. Consumers must be informed of their rights in order to exercise them. The office assists local, state and federal law enforcement by providing training on privacy issues and by coordinating with them in investigations. They work with businesses to define and encourage sound privacy protection practices and they report on trends in consumer privacy problems and issues. The office website provides services such as identity theft prevention tips, and an identity theft checklist.

## **ISSUES / PROGRAMS LIST**

### **GOVERNMENT (Cont'd)**

**Issue:**           **Pollution Prevention**  
**Program:**       Public File  
**Date:**           December 16, 2001  
**Time:**           6:00A-6:30A

**Description:**   The Business Environmental Resource Center (BERC) was established in 1993 as a one-stop, non-regulatory permit assistance center to help Sacramento County businesses understand and comply with federal, state and local environmental regulations. The organization offers free and confidential consultative service for both environmental and non-environmental issues. In addition, BERC provides pollution prevention information to businesses and coordinates an annual pollution prevention awards program. BERC's business advocate services include providing fact sheets, guidance documents, ombudsman and facilitation services, as well as conducting seminars and workshops. BERC seeks to help businesses and environmental agencies develop and implement innovative, proactive and cost effective solutions to pollution issues, help agencies streamline and consolidate the permitting and regulatory process and act as an advocate / mediator for the business community and regulatory agencies, all in an effort to promote economic development in Sacramento County.

**Issue:**           **Tax Return Tips**  
**Program:**       Public File  
**Date:**           December 30, 2001  
**Time:**           6:30A-7:00A

**Description:**   The Franchise Tax Board provides many free tax assistance services and offers innovative ways to help Californians file their tax returns easily. It was established in 1929 to administer the new Bank and Corporation Franchise Tax Act. The first year Californians had to file state income tax returns was 1935. Today, Californians file more the 14 million tax returns annually and contribute over \$41.5 billion toward the state's general fund. Last year, more than 8.7 million Californians received refunds averaging \$577. The guests discussed topics such as tax credits, preparing one's own tax return, electronic filing, who does and does not need to file, changes in tax forms, which form to file, where to get tax help, when and why audits are conducted, the most common errors made on tax returns, what to do if one cannot file by April 15<sup>th</sup>, and what to do if one owes taxes but cannot pay.

## ISSUES / PROGRAMS LIST

### HEALTH

**Issue:**            **Depression Screening**  
**Program:**       Public File  
**Date:**           October 7, 2001  
**Time:**          6:30A-7:00A

**Description:**   Depression, often described as the dark night of the soul, strikes one in five, or approximately 17 million Americans during ordinary times. The recent events in New York and Washington DC have increased individuals' awareness of personal and emotional vulnerability, leaving many with persistent feelings of unease anxiety, despair and depression. National Depression Screening Day, October 11<sup>th</sup>, is also the one month mark for the terrorist attacks on America, which is significant. For many, the initial shock and numbness may be wearing off and depression may be setting in. Normal grief may linger and deepen into depression and others will be faced with the first onset of post-traumatic stress disorder. Many who otherwise never would have required mental health treatment may now require contact with mental health professionals and may not have any idea of how to access appropriate care in their communities. National Depression Screening Day can be of assistance to those people in need. Although depression is a mental illness that can be successfully treated, fewer than half the people suffering from its symptoms seek help. People who are depressed may not even realize it and those who do may not know where to get help.

**Issue:**            **Flu Immunization**  
**Program:**       Public File  
**Date:**           October 14, 2001  
**Time:**          6:00A-6:30A

**Description:**   Influenza is caused by a virus that spreads from infected persons to the nose or throat of others. The 'influenza season' in the United States is from November through April. Most people are sick with the flu for only a few days, but some get much sicker and may need to be hospitalized. Influenza causes thousands of deaths each year, mostly among the elderly. The influenza vaccine is updated each year to make sure it is as effective as possible. An annual flu shot is recommended for everyone 50 years of age or older, people with chronic illnesses such as heart, kidney or lung disease, asthma, anemia or other blood disorders. The best time to get the vaccine is during October and November, however the speakers are asking listeners who are not in high risk categories to wait until December.



## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:** Assistance for Burn Victims  
**Program:** Public File  
**Date:** October 14, 2001  
**Time:** 6:30A-7:00A

**Description:** The Firefighter's Pacific Burn Institute is a non-profit organization founded for the purpose of establishing a local burn treatment facility, providing recovery programs for burn survivors, promoting fire and burn prevention through public education, funding education for burn team professionals and firefighters, and supporting burn treatment and rehabilitation research. Programs include a firefighters Kids Camp for children who have suffered a burn injury, monthly recovery groups, and adult burn survivors retreat, a speaker's bureau, a juvenile fire setter program which seeks to stop fire play and arson in children, burn team education, and clinical and laboratory research. The group is committed to assuring that the best possible burn care and rehabilitation services are available to the citizens of Northern and Central California.

**Issue:** Alternative Medicines  
**Program:** Public File  
**Date:** October 21, 2001  
**Time:** 6:30A-7:00A

**Description:** The practice of natural healing is usually referred to as Alternative Medicine. Mainstream modern technology, particularly in Western civilizations, is just now beginning to re-focus on the use of herbs and natural plant therapies, for example as a primary means to deal with current day health and fitness issues. Alternative medicine is a blanket term that also refers to areas such as massage, acupuncture, aroma therapy, homeopathy, yoga, biofeedback, and magnet therapy, to name a few. Rather than alternative medicine, the guest is an advocate of "complementary therapy", treatment used as a supplement to traditional medicine. Americans spend more than \$27 billion a year on alternative or complementary therapies. While evidence reveals that many alternative or complementary medicines may be beneficial to patients, extensive research is still needed to determine whether non-traditional medicines, on a case by case basis, are truly effective in helping conditions ranging from allergies to cancer. Patients who are considering non-traditional medicines should thoroughly investigate the therapy and consult with their physicians to make sure the therapy is safe and will not interact negatively with other medicine they may be taking.

## ISSUES / PROGRAMS LIST

### HEALTH (Cont'd)

**Issue:** Disaster Relief  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:30A-7:00A

**Description:** The American Red Cross is a humanitarian organization led by volunteers, and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA) during times of major crises, such as the September 11<sup>th</sup> terrorist attacks, obviously the worst disaster the Red Cross has ever dealt with. Red Cross disaster relief focuses on meeting the emergency disaster-caused needs of individuals and families. When a disaster threatens or strikes, they provide shelter, food and health and mental health services, which address basic human needs. In addition, they help individuals and families resume their normal daily activities independently. This may include a referral or a way to pay for that is needed most, such as groceries, clothing, rent, emergency home repairs, transportation, household items, medicine and occupational tools. The Red Cross may also help those needing long-term recovery assistance when all other available resources, including insurance, government, private and community assistance are either unavailable or inadequate to meet the needs.

**Issue:** Hospice Care  
**Program:** Public File  
**Date:** November 4, 2001  
**Time:** 6:00A-6:30A

**Description:** Hospice care is a special way of caring for those facing a life-threatening illness. Hospice services are characterized by a team-oriented approach that includes expert pain and symptom management, along with emotional and spiritual support tailored to the patient's wishes. Most patients receive hospice care in their own home, although it can also be provided in other facilities as well. Hospice services are available to patients whose illness is not curable and who generally have a life expectancy of six months or less. The focus is on caring, not curing. Each member of a hospice team brings specialized services to address the medical, emotional and practical concerns that often accompany a terminal illness. The hospice team may include an attending physician, a medical director, a registered nurse, a social worker, a chaplain, home health aides, volunteers and possibly physical, occupational dietary and speech therapists. Hospice offers help and support to the patient and family 24 hours day.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:**           **Smoking Cessation**  
**Program:**       Public File  
**Date:**           November 11, 2001  
**Time:**          6:30A-7:00A

**Description:**   An estimated 47 million US adults currently smoke. Tobacco use can cause lung cancer as well as other cancers, heart disease and respiratory diseases. Each year smoking is responsible for one out of five deaths. 25 years ago, the American Cancer Association started the Great American Smokeout as an annual day to spotlight the dangers of smoking and challenge people to stop using tobacco. On this anniversary milestone, the Society renews its pledge to conquer lung cancer, help smokers make the important decision to quit and support them in their efforts. While helping smokers quit is one focus, the American Cancer Society is working to help Americans kick its addiction to tobacco on many other fronts as well. Ground breaking research, for example, helps people better understand the health effects of smoking and ways to quit. Advocating for responsible tobacco policies and public programs impacts all levels of government, schools and workplaces. California has led the nation with its comprehensive tobacco control and prevention program. As a result, smoking rates in the state have dropped sharply. The New England Journal of Medicine reported that this trend saved an estimated 33,000 Californian's lives from 1989 to 1997.

**Issue:**           **Homeless Teens**  
**Program:**       Public File  
**Date:**           December 9, 2001  
**Time:**          6:30A-7:00A

**Description:**   The WIND Youth Center reaches out and supports homeless teens in the Sacramento area. They provide a safe and welcoming place where youth services are offered with dignity and respect, providing basic needs, education and counseling to assist homeless kids move toward a healthy alternative to street life. Trained outreach workers go out on the streets and other places where homeless kids gather, offering them education about substance abuse, AIDS, and other health risks. They provide transportation to the center, clinics and other resources. At the center's drop-in center, teens receive guidance, friendship, food, clothing, showers and laundry. They can participate in constructive recreational activities and receive medical treatment. Teens are also counseled about reconciliation with their families, alternative housing and remedial education, services which are available to them when they are ready to accept them.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION**

**Issue:** Disaster Relief  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:30A-7:00A

**Description:** The American Red Cross is a humanitarian organization led by volunteers, and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA) during times of major crises, such as the September 11<sup>th</sup> terrorist attacks, obviously the worst disaster the Red Cross has ever dealt with. Red Cross disaster relief focuses on meeting the emergency disaster-caused needs of individuals and families. When a disaster threatens or strikes, they provide shelter, food and health and mental health services, which address basic human needs. In addition, they help individuals and families resume their normal daily activities independently. This may include a referral or a way to pay for that is needed most, such as groceries, clothing, rent, emergency home repairs, transportation, household items, medicine and occupational tools. The Red Cross may also help those needing long-term recovery assistance when all other available resources, including insurance, government, private and community assistance are either unavailable or inadequate to meet the needs.

**Issue:** Congestion on California Roadways  
**Program:** Public File  
**Date:** November 4, 2001 & December 23, 2001  
**Time:** 6:30A-7:00A

**Description:** Approximately half of California's urban freeways are considered congested because they carry more traffic than they were designed to handle. Congestions cost Californian's more than \$20 billion a year in lost time, fuel and productivity. It impedes shipment and undermines the environment and economy. California also has some of the worst pavement conditions in the country, ranking almost last among states. The California Commuters Alliance is an e-mail activism organization created for commuters, truckers, delivery drivers, business owners, salespeople, busy parents, public transit commuters and taxpayers of every description who depend on safe and efficient streets, roads and highways. Their mission is to make sure transportation tax dollars are used to improve the roads and highways Californians travel every day. CCA wants less congested, safer and more efficient travel and a say in transportation funding decisions. Locally, the Citizens Alliance for Transportation Solutions (CATS) works to achieve transportation solutions for the greater Sacramento region. The population in the greater Sacramento region now exceeds 1.8 million and over the next 25 years is expected to generate a half million new jobs and be home to a million more people. Sacramento is already the 15<sup>th</sup> most congested city in the nation. CATS supports a balanced approach to solving traffic congestion that combines capital improvements on local transit systems, roads and highways.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)**

**Issue:**           **Pollution Prevention**  
**Program:**       Public File  
**Date:**           December 16, 2001  
**Time:**           6:00A-6:30A

**Description:**   The Business Environmental Resource Center (BERC) was established in 1993 as a one-stop, non-regulatory permit assistance center to help Sacramento County businesses understand and comply with federal, state and local environmental regulations. The organization offers free and confidential consultative service for both environmental and non-environmental issues. In addition, BERC provides pollution prevention information to businesses and coordinates an annual pollution prevention awards program. BERC's business advocate services include providing fact sheets, guidance documents, ombudsman and facilitation services, as well as conducting seminars and workshops. BERC seeks to help businesses and environmental agencies develop and implement innovative, proactive and cost effective solutions to pollution issues, help agencies streamline and consolidate the permitting and regulatory process and act as an advocate / mediator for the business community and regulatory agencies, all in an effort to promote economic development in Sacramento County.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING**

**Issue:**           **Flu Immunization**  
**Program:**       Public File  
**Date:**           October 14, 2001  
**Time:**           6:00A-6:30A

**Description:**   Influenza is caused by a virus that spreads from infected persons to the nose or throat of others. The 'influenza season' in the United States is from November through April. Most people are sick with the flu for only a few days, but some get much sicker and may need to be hospitalized. Influenza causes thousands of deaths each year, mostly among the elderly. The influenza vaccine is updated each year to make sure it is as effective as possible. An annual flu shot is recommended for everyone 50 years of age or older, people with chronic illnesses such as heart, kidney or lung disease, asthma, anemia or other blood disorders. The best time to get the vaccine is during October and November, however the speakers are asking listeners who are not in high risk categories to wait until December.

**Issue:**           **Hospice Care**  
**Program:**       Public File  
**Date:**           November 4, 2001  
**Time:**           6:00A-6:30A

**Description:**   Hospice care is a special way of caring for those facing a life-threatening illness. Hospice services are characterized by a team-oriented approach that includes expert pain and symptom management, along with emotional and spiritual support tailored to the patient's wishes. Most patients receive hospice care in their own home, although it can also be provided in other facilities as well. Hospice services are available to patients whose illness is not curable and who generally have a life expectancy of six months or less. The focus is on caring, not curing. Each member of a hospice team brings specialized services to address the medical, emotional and practical concerns that often accompany a terminal illness. The hospice team may include an attending physician, a medical director, a registered nurse, a social worker, a chaplain, home health aides, volunteers and possibly physical, occupational dietary and speech therapists. Hospice offers help and support to the patient and family 24 hours day.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING (Cont'd)**

**Issue:** Hate Crime Training  
**Program:** Public File  
**Date:** November 18, 2001  
**Time:** 6:30A-7:00A

**Description:** The 6<sup>th</sup> Annual Hate Crime Training theme is "Stop The Violence: California Law Enforcement and Educators Speak Out". It will offer training for both law enforcement and educators and will include sessions regarding terrorism, anthrax and a ground zero presentation from the Sacramento Urban Search & Rescue Unit. Among the priorities is to recommend methods to improve the reporting of hate crimes which is central to developing effective measures to combat these acts. Improved reporting and analysis of hate crimes will support efforts to fund prevention and education programs. Other topics that will be covered include domestic and foreign terrorism, understanding hate, school bullying, school shootings, lessons in cultural diversity, exploring hate in cyberspace, extremist groups and the Attorney General's new HATE database.

**Issue:** Women & Finances  
**Program:** Public File  
**Date:** December 9, 2001 & December 30, 2001  
**Time:** 6:00A-6:30A

**Description:** The guest's book explains in a straightforward fashion how people can build financial security, regardless of what they earn, and that taking charge of ones finances starts with changing the way one thinks. She provides tips and strategies that anyone can implement today to not only begin to create a sense of security but to ensure financial preparedness when an unexpected life changing event occurs. Women generally live longer, earn less, receive lower social security and pension checks and are often called upon to care for parents. The financial power of women is growing quickly. Nowhere is a woman's financial power more evident than in the home where they are taking on the role of chief financial officer in increasing numbers. Two-thirds of wealthy households have two incomes, meaning the wife's paycheck is increasingly important. Couples should know where they stand together and how they would fare tomorrow if something happened to the other. The stresses that it's not what you earn that matters, it's what you save.

## ISSUES / PROGRAMS LIST

### CRIME

**Issue:** Assistance for Burn Victims  
**Program:** Public File  
**Date:** October 14, 2001  
**Time:** 6:30A-7:00A

**Description:** The Firefighter's Pacific Burn Institute is a non-profit organization founded for the purpose of establishing a local burn treatment facility, providing recovery programs for burn survivors, promoting fire and burn prevention through public education, funding education for burn team professionals and firefighters, and supporting burn treatment and rehabilitation research. Programs include a firefighters Kids Camp for children who have suffered a burn injury, monthly recovery groups, and adult burn survivors retreat, a speaker's bureau, a juvenile fire setter program which seeks to stop fire play and arson in children, burn team education, and clinical and laboratory research. The group is committed to assuring that the best possible burn care and rehabilitation services are available to the citizens of Northern and Central California.

**Issue:** Free On-Line Legal Advice  
**Program:** Public File  
**Date:** October 21, 2001 & December 16, 2001  
**Time:** 6:00A-6:30A

**Description:** Free help is now available on the Internet for the estimated 4.3 million Californians who represent themselves in court each year. The new California Courts Online Self Help Center is a free service that helps individuals find the basics on how the courts work, along with step by step guides for choosing and completing court forms. The site is the most comprehensive resource on California court information ever assembled. Over half of all Californians who find themselves in court do not have attorneys. For them, navigating the court system without any expert assistance can be a frustrating experience. While the new site does not encourage people to represent themselves in court, it offers step-by-step assistance to those who do. The site provides a myriad of information about small claims court, juvenile law, traffic information, family law, adoption, divorce, alternative dispute resolution, domestic violence, going to court, and many other areas. In addition, there are links to legal services, organizations and lawyer referral programs where litigants can get legal advice and additional assistance. The site can also help individuals who have an attorney become more involved in their case and work more effectively with their chosen attorney.



## **ISSUES / PROGRAMS LIST**

### **CRIME (Cont'd)**

**Issue:**            **Animal Rights & Welfare**  
**Program:**       Public File  
**Date:**           November 11, 2001  
**Time:**          6:00A-6:30A

**Description:**   PAWS was founded in 1985 and is the only animal welfare society dedicated to the rescue of performing and exotic animals from cruel confinement and performances of pain. Among their greatest concerns are the treatment of animals in circuses, animal acts, animals in television and movies, the problem of excessive captive breeding, inadequate standards for captive wildlife and exotic animal trade. PAWS investigates reports of abused performing and exotic animals, documents the cruelty and befriends the animals. Animals are rescued through intervention and legislation. In addition, PAWS shelters rescued animals on a 30 acre sanctuary. The organization strengthens laws on animals' behalf, helping, for example, to convince the California Legislature to ban ownership of wild animals and require permits to restrict their breeding. PAWS also educates the entertainment industry, legislators and the general public in humane animal training and treatment. Through publicity, more and more actively concerned individuals are able to work together to protect and save animals. For the holiday season, PAWS is giving people the opportunity to 'adopt' an animal as a unique gift for animal lovers. The money will help provide for the care and medical treatment of one of the organization's animals.

**Issue:**           **Hate Crime Training**  
**Program:**       Public File  
**Date:**           November 18, 2001  
**Time:**          6:30A-7:00A

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## **ISSUES / PROGRAMS LIST**

### **CRIME (Cont'd)**

**Issue:**           **Identity Theft**  
**Program:**       Public File  
**Date:**           November 25, 2001  
**Time:**          6:30A-7:00A

**Description:**   Identity theft is an increasingly serious problem for consumers. About 70,000 Californians were victims of identity theft last year, and advances in technology and shared databases make it one of the nation's fastest growing crimes. A new state office is dedicated to fighting the problem. The California Office of Privacy Protection, the first office of its kind in the nation, will be a place where consumers can get information about their privacy rights and assistance in dealing with identity theft and other privacy related problems. Information is the key to consumer empowerment. Consumers must be informed of their rights in order to exercise them. The office assists local, state and federal law enforcement by providing training on privacy issues and by coordinating with them in investigations. They work with businesses to define and encourage sound privacy protection practices and they report on trends in consumer privacy problems and issues. The office website provides services such as identity theft prevention tips, and an identity theft checklist.

**Issue:**           **Homeless Teens**  
**Program:**       Public File  
**Date:**           December 9, 2001  
**Time:**          6:30A-7:00A

**Description:**   The WIND Youth Center reaches out and supports homeless teens in the Sacramento area. They provide a safe and welcoming place where youth services are offered with dignity and respect, providing basic needs, education and counseling to assist homeless kids move toward a healthy alternative to street life. Trained outreach workers go out on the streets and other places where homeless kids gather, offering them education about substance abuse, AIDS, and other health risks. They provide transportation to the center, clinics and other resources. At the center's drop-in center, teens receive guidance, friendship, food, clothing, showers and laundry. They can participate in constructive recreational activities and receive medical treatment. Teens are also counseled about reconciliation with their families, alternative housing and remedial education, services which are available to them when they are ready to accept them.

## **ISSUES / PROGRAMS LIST**

### **DRUG ABUSE**

**Issue:** Clean & Sober Programs for Homeless  
**Program:** Public File  
**Date:** October 7, 2001  
**Time:** 6:00A-6:30A

**Description:** Drug & alcohol abuse is a common problem among the homeless. Last year, the group placed nearly 500 men and women in their Clean & Sober communities and in other treatment facilities. For their homeless guests, a structured clean and sober environment is essential to their recovery. After six months to a year in a clean and sober community, they place their residents in transitional living situations. The program is a great success and will soon grow to a total of four residences and 101 beds. As the program grows, so does their need for community support. Their fund raiser features speakers that are graduates of Clean & Sober whose lives have been saved by this program.

**Issue:** Homeless Teens  
**Program:** Public File  
**Date:** December 9, 2001  
**Time:** 6:30A-7:00A

**Description:** The WIND Youth Center reaches out and supports homeless teens in the Sacramento area. They provide a safe and welcoming place where youth services are offered with dignity and respect, providing basic needs, education and counseling to assist homeless kids move toward a healthy alternative to street life. Trained outreach workers go out on the streets and other places where homeless kids gather, offering them education about substance abuse, AIDS, and other health risks. They provide transportation to the center, clinics and other resources. At the center's drop-in center, teens receive guidance, friendship, food, clothing, showers and laundry. They can participate in constructive recreational activities and receive medical treatment. Teens are also counseled about reconciliation with their families, alternative housing and remedial education, services which are available to them when they are ready to accept them.

## **ISSUES / PROGRAMS LIST**

### **HOUSING**

**Issue:** Clean & Sober Programs for Homeless  
**Program:** Public File  
**Date:** October 7, 2001  
**Time:** 6:00A-6:30A

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**Issue:** Disaster Relief  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:30A-7:00A

**Description:** The American Red Cross is a humanitarian organization led by volunteers, and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA) during times of major crises, such as the September 11<sup>th</sup> terrorist attacks, obviously the worst disaster the Red Cross has ever dealt with. Red Cross disaster relief focuses on meeting the emergency disaster-caused needs of individuals and families. When a disaster threatens or strikes, they provide shelter, food and health and mental health services, which address basic human needs. In addition, they help individuals and families resume their normal daily activities independently. This may include a referral or a way to pay for that is needed most, such as groceries, clothing, rent, emergency home repairs, transportation, household items, medicine and occupational tools. The Red Cross may also help those needing long-term recovery assistance when all other available resources, including insurance, government, private and community assistance are either unavailable or inadequate to meet the needs.

## ISSUES / PROGRAMS LIST

### HOUSING (Cont'd)

**Issue:** Hospice Care  
**Program:** Public File  
**Date:** November 4, 2001  
**Time:** 6:00A-6:30A

**Description:** Hospice care is a special way of caring for those facing a life-threatening illness. Hospice services are characterized by a team-oriented approach that includes expert pain and symptom management, along with emotional and spiritual support tailored to the patient's wishes. Most patients receive hospice care in their own home, although it can also be provided in other facilities as well. Hospice services are available to patients whose illness is not curable and who generally have a life expectancy of six months or less. The focus is on caring, not curing. Each member of a hospice team brings specialized services to address the medical, emotional and practical concerns that often accompany a terminal illness. The hospice team may include an attending physician, a medical director, a registered nurse, a social worker, a chaplain, home health aides, volunteers and possibly physical, occupational dietary and speech therapists. Hospice offers help and support to the patient and family 24 hours day.

**Issue:** Homeless Teens  
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## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY**

**Issue:** Assistance for Burn Victims  
**Program:** Public File  
**Date:** October 14, 2001  
**Time:** 6:30A-7:00A

**Description:** The Firefighter's Pacific Burn Institute is a non-profit organization founded for the purpose of establishing a local burn treatment facility, providing recovery programs for burn survivors, promoting fire and burn prevention through public education, funding education for burn team professionals and firefighters, and supporting burn treatment and rehabilitation research. Programs include a firefighters Kids Camp for children who have suffered a burn injury, monthly recovery groups, and adult burn survivors retreat, a speaker's bureau, a juvenile fire setter program which seeks to stop fire play and arson in children, burn team education, and clinical and laboratory research. The group is committed to assuring that the best possible burn care and rehabilitation services are available to the citizens of Northern and Central California.

**Issue:** Free On-Line Legal Advice  
**Program:** Public File  
**Date:** October 21, 2001 & December 16, 2001  
**Time:** 6:00A-6:30A

**Description:** Free help is now available on the Internet for the estimated 4.3 million Californians who represent themselves in court each year. The new California Courts Online Self Help Center is a free service that helps individuals find the basics on how the courts work, along with step by step guides for choosing and completing court forms. The site is the most comprehensive resource on California court information ever assembled. Over half of all Californians who find themselves in court do not have attorneys. For them, navigating the court system without any expert assistance can be a frustrating experience. While the new site does not encourage people to represent themselves in court, it offers step-by-step assistance to those who do. The site provides a myriad of information about small claims court, juvenile law, traffic information, family law, adoption, divorce, alternative dispute resolution, domestic violence, going to court, and many other areas. In addition, there are links to legal services, organizations and lawyer referral programs where litigants can get legal advice and additional assistance. The site can also help individuals who have an attorney become more involved in their case and work more effectively with their chosen attorney.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** Advice on Cat Behavior Modification  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:00A-6:30A

**Description:** With 3 million cats residing in nearly one-third of U.S. households, cats have surpassed dogs as the most popular pet in America. Even though cats live everywhere from the Oval Office to apartments and the streets of suburbia, they continue to have the reputation for being independent, aloof and difficult to train. The guest maintains that felines can, in fact, be trained using a behavior modification technique called Cat Attitude Training or CAT. When a cat exhibits a behavioral problem, it is important to understand why the cat is behaving this way and to uncover the source of the problem. One in four cat owners say the behavior problem they experience most is climbing on furniture or household items such as counter tops, followed by clawing furniture and fighting with other pets in the household. According to the guest, some behavior problems are the result of misperceptions and about how, when and why to train a cat. The Purina Cat Chow Way Of Life Tour, in connection with the Sacramento SPCA and their adopt-a-thon comes through Sacramento this weekend.

**Issue:** Disaster Relief  
**Program:** Public File  
**Date:** October 28, 2001  
**Time:** 6:30A-7:00A

**Description:** The American Red Cross is a humanitarian organization led by volunteers, and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies. The Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA) during times of major crises, such as the September 11<sup>th</sup> terrorist attacks, obviously the worst disaster the Red Cross has ever dealt with. Red Cross disaster relief focuses on meeting the emergency disaster-caused needs of individuals and families. When a disaster threatens or strikes, they provide shelter, food and health and mental health services, which address basic human needs. In addition, they help individuals and families resume their normal daily activities independently. This may include a referral or a way to pay for that is needed most, such as groceries, clothing, rent, emergency home repairs, transportation, household items, medicine and occupational tools. The Red Cross may also help those needing long-term recovery assistance when all other available resources, including insurance, government, private and community assistance are either unavailable or inadequate to meet the needs.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

**Issue:** Pre-Nuptial Agreements  
**Program:** Public File  
**Date:** November 25, 2001  
**Time:** 6:00A-6:30A

**Description:** The idea of a prenuptial agreement is not popular with many people. 50% of US marriages beginning in the 1990's will end in divorce. A premarital agreement is a contract between two persons planning to marry. The contract determines the rights that two people have in each other's property. The agreement can be considered as safeguard for both parties of a marriage. A premarital agreement involves deep emotional and logical issues. Couples realize that should their marriage end, the outcome should be theirs to decide, not the courts'. If a person has children and he or she is thinking of getting married, a prenuptial agreement is an important way to protect the ones that depend on you. By writing a prenuptial agreement, you and your spouse can write your own guidelines to be used instead of your state's laws. The guest discussed things to consider when putting together a prenuptial agreement... separate property, community property, debts, taxes, residences, etc. Also discussed when a prenuptial agreement is appropriate.

**Issue:** Business Education for Youth  
**Program:** Public File  
**Date:** December 2, 2001  
**Time:** 6:00A-6:30A

**Description:** Junior Achievement is the world's largest and fastest growing non-profit economic education organizations. Its programs are taught by classroom volunteers from the business community in both the U.S. and in over 100 countries worldwide. Junior Achievement educates and inspires young people to value free enterprise and entrepreneurship and to understand business and economics, and to be workforce ready. Their programs span grades K-12, with age-appropriate curricula designed to teach elementary school students about their roles as individuals, workers and consumers and to prepare middle grade and high school students for key economic and workforce issues they will face. In addition to bringing the free enterprise system to life in the classroom, Junior Achievement programs teach youngsters the importance of staying in school. The program's volunteers come from all walks of life and include business people, parents, college and high school students, government workers and retirees.



## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:**            **Dangerous Toys**  
**Program:**       Public File  
**Date:**           December 2, 2001  
**Time:**          6:30A-7:00A

**Description:**   Hazards posed by toys can still be found on store shelves across the country despite passage of the 1994 Child Safety Act. In the past 15 years, CALPIRG's annual toy safety report has resulted in over 100 recalls and other enforcement actions. The "Trouble In Toyland" report highlights potential hazards posed by toys found during a survey of stores in October and November. It cautions consumers about toy hazards in 5 categories... choking hazards, toxic chemicals, hearing loss hazards, scooter dangers, and purchasing toys on the Internet. CALPIRG notes that shoppers should examine all toys carefully for hidden dangers before they make a purchase and should think about how a child actually plays with toys. While most manufacturers comply with the law, parents should not assume that all toys on store shelves are safe or adequately labeled. The group urged toy givers to be cautious about buying toys online. Internet purchasers can't see child safety choke hazard warnings required by law on toys sold in stores.

**Issue:**            **Homeless Teens**  
**Program:**       Public File  
**Date:**           December 9, 2001  
**Time:**          6:30A-7:00A

**Description:**   The WIND Youth Center reaches out and supports homeless teens in the Sacramento area. They provide a safe and welcoming place where youth services are offered with dignity and respect, providing basic needs, education and counseling to assist homeless kids move toward a healthy alternative to street life. Trained outreach workers go out on the streets and other places where homeless kids gather, offering them education about substance abuse, AIDS, and other health risks. They provide transportation to the center, clinics and other resources. At the center's drop-in center, teens receive guidance, friendship, food, clothing, showers and laundry. They can participate in constructive recreational activities and receive medical treatment. Teens are also counseled about reconciliation with their families, alternative housing and remedial education, services which are available to them when they are ready to accept them.

**Issue:**            **Girl Scouts**  
**Program:**       Public File  
**Date:**           December 23, 2001  
**Time:**          6:30A-7:00A

**Description:**   Girl Scouts of America is an informal educational organization dedicated solely to girls where they build character and skills for success in the real world. Girls develop qualities such as leadership, strong values, social conscience and conviction about their own potential and self worth. Major programs include the arts, the environment, global awareness, health and fitness, literacy, mentoring, and science and technology. Girls participate in the more than 233,000 troops and groups throughout the United States and in 81 countries overseas. Girl Scouts is open to all girls, and the organization even has outreach programs that provide scouting to homeless girls, girls of migrant workers and to girls whose mothers are in prison. Through a myriad of enriching experiences such as extraordinary field trips, sports skill building clinics, community service projects, cultural exchanges and environmental stewardships, girls ages 5 - 17 grow courageous and strong. Locally, Girl Scouts of Tierra Del Oro serves nearly 24,000 girls and 7,000 adult volunteers throughout its 14 county jurisdiction.

# **THE PARENT'S JOURNAL**

**KDND-FM**  
**Sundays, 7:00A-8:00A**

## **PARENT'S JOURNAL**

*Host: Bobbi Conner*

A weekly national radio series for parents, grandparents, and others who care for and about children. This is not a program that dispenses "quick fix" solutions on child rearing, but rather a program that is designed to help parents understand how children develop intellectually, socially, emotionally, and physically. Nationally acclaimed guests discuss a variety of contemporary parenting issues such as kids sports, discipline, childcare, sleep problems, temper tantrums, and homework hassles.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. ***EDUCATION***, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. ***HEALTH***, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
3. ***MINORITIES/WOMEN/AGING***, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
4. ***CRIME***, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
5. ***YOUTH/FAMILY***, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: **Young Children & Music**  
Program: The Parent's Journal  
Date: October 7, 2001  
Time: 7:00A-8:00A

Guest: Dr. John Feierabend, a national leader in the field of early childhood education and currently serves as professor and chair of the music education division at the Hartt School of the University of Hartford in Connecticut. He is the founder and director of the National Center of Music and Movement in the Early Years and the author of the *First Steps in Music* series.

Issue: **Learning Differences In Children**  
Program: The Parent's Journal  
Date: October 14, 2001  
Time: 7:00A-8:00A

Guest: Dr. Gary Fisher, Educational Psychologist and author of *The Survival Guide For Kids With LD: Learning Differences*.

Issue: **Child Development In The Early Years**  
Program: The Parent's Journal  
Date: October 21, 2001  
Time: 7:00A-8:00A

Guest: Dr. Miriam Stoppard, a physician and medical commentator and fellow of the Royal College of Physicians in London. She is the author of *Teach Your Child: How To Discover & Enhance Your Child's Potential*.

Issue: **Raising Creative Children**  
Program: The Parent's Journal  
Date: November 4, 2001  
Time: 7:00A-8:00A

Guest: Roger Schank, the founder and director of Northwestern University's Institute for the Learning Sciences. He is the author of *Coloring Outside The Lines: Raising A Smarter Kid By Breaking All The Rules*.

Issue: **Learning Disabilities**  
Program: The Parent's Journal  
Date: November 11, 2001  
Time: 7:00A-8:00A

Guest: Dr. Desmond Kelly, Director of Clinical Programs at the Student Success Center, a division of All Kinds of Minds, a non-profit institute for the study of differences in learning in Chapel Hill, North Carolina.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Camera Fun With Kids**  
Program: The Parent's Journal  
Date: November 11, 2001  
Time: 7:00A-8:00A

Guest: Dr. Susan Perry, a social psychologist who teaches psychology at Woodbury University. She is the author of *Playing Smart: The Family Guide To Enriching, Offbeat Learning Activities for Ages 4-14*.

Issue: **Homework Skills For K-2nd Grade**  
Program: The Parent's Journal  
Date: November 18, 2001  
Time: 7:00A-8:00A

Guest: Priscilla Vail, a learning specialist who conducts teacher-training and parenting workshops in this country and abroad and was a full-time teacher for 25 years. She is the author of *Homework Heroes*.

Issue: **Fun Activities Which Teach Preschoolers Pre-Writing Skills**  
Program: The Parent's Journal  
Date: December 16, 2001  
Time: 7:00A-8:00A

Guest: Mary Leonhardt, and English teacher for 28 years and author of *99 Ways To Get Your Kids To Love Reading* and *99 Ways To Get Your Kids To Love Writing*.

Issue: **Teaching Teens Financial Responsibility**  
Program: The Parent's Journal  
Date: December 23, 2001  
Time: 7:00A-8:00A

Guest: Dr. John Whitcomb, an emergency physician in Milwaukee, Wisconsin. He was recently appointed to the Wisconsin Jumpstart Coalition, a national network promoting teen financial competence. He is the author of *The Sink or Swim Money Program*.

Issue: **Child Development from 0-3**  
Program: The Parent's Journal  
Date: December 23, 2001  
Time: 7:00A-8:00A

Guest: Dr. Ron Lally, co-director of The Center for Child & Family Study at WestEd, an educational research and development laboratory in San Francisco, CA. He is one of the founders and a current board member for the national non-profit organization Zero to Three, The Center For Infants, Toddlers & Their Families.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:**           **The Computer Age & Children**  
**Program:**       **The Parent's Journal**  
**Date:**           **December 30, 2001**  
**Time:**           **7:00A-8:00A**

**Guest:**           **Dr. Marilyn Benoit, President-elect of the American Academy of Child & Adolescent Psychiatry.**

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: **Halloween Tips for Toddlers**  
Program: The Parent's Journal  
Date: October 7, 2001  
Time: 7:00A-8:00A

Guest: Dr. Vicki Folds, an early childhood development expert. She appears regularly on the American Health Network Show, Ask A Pediatrician.

Issue: **Teenage Depression**  
Program: The Parent's Journal  
Date: October 28, 2001  
Time: 7:00A-8:00A

Guest: Dr. Maureen Empfield, assistant clinical professor of psychiatry at Columbia University College of Physicians and Surgeons. She is the co-author of *Understanding Teenage Depression*.

Issue: **Cancervive**  
Program: The Parent's Journal  
Date: November 18, 2001  
Time: 7:00A-8:00A

Guest: Susan Nessim, Founder & Executive Director of Cancervive, a national non-profit support organization for cancer survivors and their friends and families.

Issue: **Helping Your Children Cope With Anxiety**  
Program: The Parent's Journal  
Date: November 25, 2001  
Time: 7:00A-8:00A

Guest: Dr. Ronald Rapee, a professor in the Department of Psychology at Macquarie University in Sydney, Australia. He is the co-author of *Helping Your Anxious Child: A Step By Step Guide*.

Issue: **Hearing Loss In Children**  
Program: The Parent's Journal  
Date: December 2, 2001  
Time: 7:00A-8:00A

Guest: Dr. Judith Gravel, a researcher in children's hearing and Professor at the Albert Einstein College of Medicine in the specialty area of Ear, Nose & Throat and also Associate Professor of Pediatrics.



## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:**           **Having a Positive & Healthy Pregnancy**  
**Program:**       **The Parent's Journal**  
**Date:**           **December 9, 2001**  
**Time:**           **7:00A-8:00A**

**Guest:**           **Dr. Frederick Wirth, neonatologist and Clinical Associate Professor of Pediatrics, Tufts University School of Medicine, and the author of *Prenatal Parenting: The Complete Psychological and Spiritual Guide to Loving Your Unborn Child.***

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING**

**Issue:** Teen Dating  
**Program:** The Parent's Journal  
**Date:** November 18, 2001  
**Time:** 7:00A-8:00A

**Guest:** Dr. Jill Murray, a psychotherapist who speaks to students, teachers and counselors on the topic of dating violence. She is the author of *But I Love Him: Protecting Your Teen Daughter from Controlling, Abusive Dating Relationships*.

**Issue:** Full-Time Motherhood  
**Program:** The Parent's Journal  
**Date:** November 25, 2001  
**Time:** 7:00A-8:00A

**Guest:** Martha Bullen, a recognized authority on self-employment and family issues who serves on the board of directors of FEMALE, a national at-home mothers' association. She is the co-author of *Staying Home: From Full-Time Professional to Full-Time Parent*.

**Issue:** Having a Positive & Healthy Pregnancy  
**Program:** The Parent's Journal  
**Date:** December 9, 2001  
**Time:** 7:00A-8:00A

**Guest:** Dr. Frederick Wirth, neonatologist and Clinical Associate Professor of Pediatrics, Tufts University School of Medicine, and the author of *Prenatal Parenting: The Complete Psychological and Spiritual Guide to Loving Your Unborn Child*.

## ISSUES / PROGRAMS LIST

### CRIME

Issue: **Teen Dating**  
Program: The Parent's Journal  
Date: November 18, 2001  
Time: 7:00A-8:00A

Guest: Dr. Jill Murray, a psychotherapist who speaks to students, teachers and counselors on the topic of dating violence. She is the author of *But I Love Him: Protecting Your Teen Daughter from Controlling, Abusive Dating Relationships*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: **Young Children & Music**  
Program: The Parent's Journal  
Date: October 7, 2001  
Time: 7:00A-8:00A

Guest: Dr. John Feierabend, a national leader in the field of early childhood education and currently serves as professor and chair of the music education division at the Hartt School of the University of Hartford in Connecticut. He is the founder and director of the National Center of Music and Movement in the Early Years and the author of the *First Steps in Music* series.

Issue: **Parent's Notes**  
Program: The Parent's Journal  
Date: October 7, 2001 - December 30, 2001  
Time: 7:00A-8:00A

Guest: Parent's offer parenting techniques that have worked for them.

Issue: **The Only Child**  
Program: The Parent's Journal  
Date: October 7, 2001  
Time: 7:00A-8:00A

Guest: Dr. Susan Newman, social psychologist who has been studying single-child families since the 1980's. She is the author of *Parenting An Only Child: The Joys & Challenges of Raising Your One & Only*.

Issue: **Halloween Tips for Toddlers**  
Program: The Parent's Journal  
Date: October 7, 2001  
Time: 7:00A-8:00A

Guest: Dr. Vicki Folds, an early childhood development expert. She appears regularly on the American Health Network Show, Ask A Pediatrician.

Issue: **Raising A Resilient Child**  
Program: The Parent's Journal  
Date: October 14, 2001  
Time: 7:00A-8:00A

Guest: Dr. Robert Brooks, a clinical psychologist on the faculty of Harvard Medical School and on the staff of McLean Hospital. He is the co-author of *Raising Resilient Children: Fostering Strength, Hope & Optimism In Your Child*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Learning Differences In Children**  
Program: The Parent's Journal  
Date: October 14, 2001  
Time: 7:00A-8:00A

Guest: Dr. Gary Fisher, Educational Psychologist and author of *The Survival Guide For Kids With LD: Learning Differences*.

Issue: **Stay At Home Dads**  
Program: The Parent's Journal  
Date: October 21, 2001  
Time: 7:00A-8:00A

Guest: Libby Gill, author of *Stay At Home Dads: The Essential Guide to Creating the New Family*.

Issue: **Child Development In The Early Years**  
Program: The Parent's Journal  
Date: October 21, 2001  
Time: 7:00A-8:00A

Guest: Dr. Miriam Stoppard, a physician and medical commentator and fellow of the Royal College of Physicians in London. She is the author of *Teach Your Child: How To Discover & Enhance Your Child's Potential*.

Issue: **Helping The Grieving Child**  
Program: The Parent's Journal  
Date: October 21, 2001  
Time: 7:00A-8:00A

Guest: Dr. William Kroen, a psychotherapist for the Cambridge, Massachusetts public schools who provides counseling and therapy for children. He is the author of *Helping Children Cope With The Loss Of A Loved One*.

Issue: **Overindulged Children**  
Program: The Parent's Journal  
Date: October 28, 2001  
Time: 7:00A-8:00A

Guest: Dr. Daniel Kindlon, a psychology professor at Harvard University. He is the co-author of *Raising Cain* and the author of *Too Much Of A Good Thing: Raising Children Of Character In An Indulgent Age*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Teenage Depression**  
Program: The Parent's Journal  
Date: October 28, 2001  
Time: 7:00A-8:00A

Guest: Dr. Maureen Empfield, assistant clinical professor of psychiatry at Columbia University College of Physicians and Surgeons. She is the co-author of *Understanding Teenage Depression*.

Issue: **Stepfamilies**  
Program: The Parent's Journal  
Date: November 4, 2001  
Time: 7:00A-8:00A

Guest: Dr. James Bray, a clinical and family psychologist and an associate professor of family medicine at Baylor College of Medicine. He is the co-author of *Stepfamilies: Love, Marriage, & Parenting In The First Decade*.

Issue: **Raising Creative Children**  
Program: The Parent's Journal  
Date: November 4, 2001  
Time: 7:00A-8:00A

Guest: Roger Schank, the founder and director of Northwestern University's Institute for the Learning Sciences. He is the author of *Coloring Outside The Lines: Raising A Smarter Kid By Breaking All The Rules*.

Issue: **Talking To Your Teens About Self-Control**  
Program: The Parent's Journal  
Date: November 4, 2001  
Time: 7:00A-8:00A

Guest: Richard Heyman, professor of communication and education at the University of Calgary in Alberta, Canada and the author of *How To Say It To Teens*.

Issue: **A Creative Approach to Balancing Work & Caring for Children**  
Program: The Parent's Journal  
Date: November 11, 2001  
Time: 7:00A-8:00A

Guest: Jessica DeGroot, founder and president of Third Path Institute, a non-profit, nationally-based project that works to assist families and individuals in mixing work and life.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Learning Disabilities**  
Program: The Parent's Journal  
Date: November 11, 2001  
Time: 7:00A-8:00A

Guest: Dr. Desmond Kelly, Director of Clinical Programs at the Student Success Center, a division of All Kinds of Minds, a non-profit institute for the study of differences in learning in Chapel Hill, North Carolina.

Issue: **Camera Fun With Kids**  
Program: The Parent's Journal  
Date: November 11, 2001  
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Guest: Dr. Susan Perry, a social psychologist who teaches psychology at Woodbury University. She is the author of *Playing Smart: The Family Guide To Enriching, Offbeat Learning Activities for Ages 4-14*.

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Program: The Parent's Journal  
Date: November 18, 2001  
Time: 7:00A-8:00A

Guest: Dr. Jill Murray, a psychotherapist who speaks to students, teachers and counselors on the topic of dating violence. She is the author of *But I Love Him: Protecting Your Teen Daughter from Controlling, Abusive Dating Relationships*.

Issue: **Helping Your Children Cope With Anxiety**  
Program: The Parent's Journal  
Date: November 25, 2001  
Time: 7:00A-8:00A

Guest: Dr. Ronald Rapee, a professor in the Department of Psychology at Macquarie University in Sydney, Australia. He is the co-author of *Helping Your Anxious Child: A Step By Step Guide*.

Issue: **Full-Time Motherhood**  
Program: The Parent's Journal  
Date: November 25, 2001  
Time: 7:00A-8:00A

Guest: Martha Bullen, a recognized authority on self-employment and family issues who serves on the board of directors of FEMALE, a national at-home mothers' association. She is the co-author of *Staying Home: From Full-Time Professional to Full-Time Parent*.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:**            **The Teenage Driver**  
**Program:**        The Parent's Journal  
**Date:**            November 25, 2001  
**Time:**            7:00A-8:00A

**Guest:**           Phil Berardelli, a writer and journalist for over 25 years, covering such topics as science, education and popular culture. He is the author of *Safe Young Drivers*.

**Issue:**            **Discipline Techniques in Early Childhood**  
**Program:**        The Parent's Journal  
**Date:**            December 2, 2001  
**Time:**            7:00A-8:00A

**Guest:**           Dr. Peter Williamson, a pediatric neuropsychologist at St. Mary's Hospital in Madison, Wisconsin. He is the author of *Good Kids, Bad Behavior*.

**Issue:**            **Divorce & The Holidays**  
**Program:**        The Parent's Journal  
**Date:**            December 2, 2001  
**Time:**            7:00A-8:00A

**Guest:**           Dr. Marsha Kline Pruett, a research scientist at the Yale School of Medicine in the Department of Psychiatry and the Yale Child Study Center. She is the co-author of *Your Divorce Advisor*.

**Issue:**            **Cherishing Life With Children**  
**Program:**        The Parent's Journal  
**Date:**            December 9, 2001  
**Time:**            7:00A-8:00A

**Guest:**           Dr. Edward Hallowell, a child and adult psychiatrist and the founder of The Hallowell Center for Cognitive & Emotional Health in Sudbury and Andover, Massachusetts. He is the author of *Human Moments: How to Find Meaning and Love in Your Everyday Life*.

**Issue:**            **Raising Kids During Stressful Times**  
**Program:**        The Parent's Journal  
**Date:**            December 16, 2001  
**Time:**            7:00A-8:00A

**Guest:**           Dr. Betty Youngs, a former national teacher of the year and co-author of *A Taste-Berry Teen's Guide to Managing the Stress & Pressures of Life*.



## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:**           **Fun Activities Which Teach Preschoolers Pre-Writing Skills**  
**Program:**       The Parent's Journal  
**Date:**           December 16, 2001  
**Time:**          7:00A-8:00A

**Guest:**           Mary Leonhardt, and English teacher for 28 years and author of *99 Ways To Get Your Kids To Love Reading* and *99 Ways To Get Your Kids To Love Writing*.

**Issue:**           **Child Development from 0-3**  
**Program:**       The Parent's Journal  
**Date:**           December 23, 2001  
**Time:**          7:00A-8:00A

**Guest:**           Dr. Ron Lally, co-director of The Center for Child & Family Study at WestEd, an educational research and development laboratory in San Francisco, CA. He is one of the founders and a current board member for the national non-profit organization Zero to Three, The Center For Infants, Toddlers & Their Families.

**Issue:**           **Outdoor Safety**  
**Program:**       The Parent's Journal  
**Date:**           December 23, 2001  
**Time:**          7:00A-8:00A

**Guest:**           Dr. Angela Mickalide, Program Director of the National Safe Kids Campaign.

**Issue:**           **The Sibling Bond**  
**Program:**       The Parent's Journal  
**Date:**           December 30, 2001  
**Time:**          7:00A-8:00A

**Guest:**           Dr. Darlene Powell Hopson, a practicing clinical psychologist and the co-author of *Team-Spirited Parenting: 8 Essential Principles for Parenting Success*.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ, KRXQ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>	<b><u>KRXQ</u></b>
Families First	5	7	4	4
Sacramento Police Athletic League	6	6	7	4
River Oak Center for Children	3	4	4	5
Sacramento Cystic Fibrosis Foundation	5	5	4	6
Independent Adoption Center	6	6	5	5
Volunteers of America	6	6	6	4
Shriner's Children's Hospital	5	4	5	4
Twin Lakes Food Bank of Folsom	4	7	4	6
Stanford Settlement Neighborhood Center	6	6	4	7
World AIDS Day	3	3	6	6
Firefighter's Pacific Burn Institute	7	4	7	5
Arthritis Foundation	4	5	6	4
United Way	5	6	5	5
Aide Corp for the Elderly	5	3	5	4
Child Action	4	6	5	4
Sacramento Children's Home	6	5	4	6
Florin United Methodist Church	5	4	4	5
California Hospice Foundation	4	5	6	4
Placer County Child Abuse Prevention	5	6	5	5
The Discovery Museum	6	4	4	6
Auburn-Placer County Library	4	4	3	3
El Dorado County Indian Council	4	5	5	5
Hands-on Sacramento	5	4	6	6
St. Patrick's Foster Care Agency	4	6	6	6
Save the Manatee	5	7	5	5
Society for the Blind	6	4	4	4
Country Learning Ranch	7	3	3	3
Performing Animal Welfare Society	6	5	6	6
Northside Volunteer Firefighters Association	4	6	7	7
Sacramento's Mustard Seed School	5	5	4	5
Junior Achievement of Sacramento	6	4	5	5
United Cerebral Palsy	5	5	5	4
National Headache Foundation	4	4	4	6
Mercy Housing of California	6	4	7	5
Compulsive Eaters Anonymous	3	4	4	3
Big Brothers / Big Sisters of Sacramento	4	3	4	4

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
California Youth Crisis Line	7	4	5	6
Roseville Child Crisis Nursery	4	3	4	5
Trinity Children & Family Services	6	4	4	5
Folsom Zoo	3	4	4	8
Del Oro Caregiver Resource Center	4	5	6	4
Sacramento Zoo	4	6	4	5
Cornucopia Food Bank	3	5	5	4
People Reaching Out	6	3	5	6
Women Take Back the Night Rally	5	4	3	3
The Mom's Club of Antelope / Elverta	3	6	4	5
Center for Father's & Families	5	3	5	5
Sacramento City Education Foundation	4	5	4	3
National Depression Screening Day	3	6	4	4
PEACE for Families	6	5	4	6
Toys for Tots	7	4	5	4
Del Campo High School	5	6	5	7
Muscular Dystrophy Association	4	3	4	5
Sac Valley Open Space Conservancy	5	6	5	6
American Red Cross	5	5	6	4
Folsom Parks & Recreation	7	4	6	4
Canine Companions for Independence	5	4	5	4

## **OTHER PUBLIC AFFAIRS EVENTS / ACTIVITY**

**Riders For Relief** - KDND supported the Riders for Relief fund raiser. Proceeds benefitted the September 11<sup>th</sup> fund.

**UC Davis Children's Hospital** - KDND donated \$1,000 raised from the sale of merchandise at Jingle Ball 4 to the UC Davis Children's Hospital.

**Feel The Heat** - KDND promoted the Feel The Heat Calendar that was sold to raise money for The Firefighter's Burn Institute. The calendar sold out during Jingle Ball 4 and the Firefighter's Burn Institute raised \$2,154.30.

**Speaking Engagements** - KDND's air personality Steve Maney spent 3 hours at Del Oro High School's Career Fair doing a presentation.

**Tours** - Entercom / Sacramento staff regularly hosts tours through our facility. Groups include the Boy and Girl Scouts, Special Education classes, Elementary School classes, media students, foreign exchange students and senior citizen groups.

**Public Service Announcements** - Entercom / Sacramento regularly donates their studio facilities, time, talent and production personnel to produce public service announcements for non-profit organizations for use throughout the Sacramento market.